<u>In the claims</u>:

1. (Previously Presented) A method for improving transactions in a communication system, comprising:

   automatically monitoring a non-voice data session between at least one of first and second parties in a transaction in the communication system; and

   automatically engaging a third party into the transaction in response to the automatic monitoring of the non-voice data session between the first and second parties.

2. (Previously Presented) The method according to claim 1, wherein the third party is at least one of a virtual party and an automated input.

3. (Currently Amended) The method according to claim 1, wherein the third party is engaged to review ~~data~~ at least one of text messages and emails before ~~the data messages~~ they are sent.

4. (Previously Presented) The method according to claim 1, wherein the third party engages in a background of the data session of at least one of the first and second parties.

5. (Previously Presented) The method according to claim 1, wherein the third party engages in a foreground of the data session to reduce the stress levels of at least one of the first and second parties.

6. (Original) The method according to claim 1, wherein the third party communicates only with one of the first and second parties.

7. (Original) The method according to claim 1, wherein the third party communicates with both of the first and second parties.

8. (Previously Presented) The method according to claim 1, wherein the monitoring of the data session between the first and second parties is conducted in real-time.

9. (Original) The method according to claim 1, wherein the monitoring of the data session is conducted by at least one of; analyzing a respective voice signal of at least one of the first and second parties, converting a respective voice signal of at least one of the first and second parties to text and analyzing the text, and analyzing a physical stress level of at least one of the first and second parties.

10. (Currently Amended) The method according to claim 1 wherein the ~~dynamic~~ automatic monitoring comprises automatic inspection of ~~contents~~ content of data messages, text messages, and emails, and wherein detection of problematic phrases within the content engages the third party.

11. (Previously Presented) An apparatus for improving transactions in a communication system, comprising:
means for automatically monitoring a non-voice data session between at least one of first and second parties in a transaction in the communication system; and
means for automatically engaging a third party into the transaction in response to the automatic monitoring of the non-voice data session between the first and second parties.

12. (Original) The apparatus according to claim 11, wherein the third party is a virtual party.

13. (Previously Presented) The apparatus according to claim 11, wherein one of the parties in the transaction is a customer, wherein the monitoring comprises automatically detecting an indication by the customer that they desire to deal with a supervisor and wherein the means for automatically engaging engages the supervisor is response thereto.

14. (Previously Presented) The apparatus according to claim 11, wherein the third party engages in a background of the data session of at least one of the first and second parties.

15. (Previously Presented) The apparatus according to claim 11, wherein the third party engages in a foreground of the data session to reduce stress levels of at least one of the first and second parties.

16. (Original) The apparatus according to claim 11, wherein the third party communicates only with one of the first and second parties.

17. (Original) The apparatus according to claim 11, wherein the third party communicates with both of the first and second parties.

18. (Previously Presented) The apparatus according to claim 11, wherein the monitoring of the data session between the first and second parties is conducted in real-time.

19. (Original) The apparatus according to claim 11, wherein the means for monitoring of the data session is at least one of; means for analyzing a respective voice signal of at least one of the first and second parties, means for converting a respective voice signal of at least one of the first and second parties to text and analyzing the text, and means for analyzing a physical stress level of at least one of the first and second parties.

20. (Previously Presented) A system for improving transactions in a communication system comprising:

a computerized transaction handling system which handles non-voice data sessions between at least one of first and second parties in a transaction in the communication system;

a computerized sub-system associated with the transaction handling system which automatically monitors at least some of the non-voice data sessions; and

a computerized sub-system associated with the transaction handling system which automatically engages a third party into the transaction in response to detection in real-time of at least one target parameter by the automatic monitoring.